



# **Co-operative Education Report**

**Comprehensive Research in the field of Management**

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**This Report is submitted in partial fulfillment of the requirements for Cooperative Education,  
Faculty of Business Administration Academic Semester 2/2022**

**Siam University**

**Project Title:** Comprehensive Research in the field of Management

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**Department:** Bachelors in Business Administration (Finance & Banking)

**Academic Advisor:** Mr.Vithaya Sintharapantorn

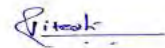
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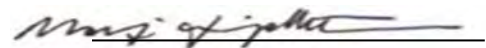
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## **Abstract**

This Cooperative report entitled “Comprehensive Research in the field of Management” focuses on the academic as well as industrial research being conducted at Kathmandu College of Management (KCM). The objectives of the study includes: (1) to understand the concept of research in a more practical way (2) to implement the knowledge gained with regards to financial activities (3)to gain the knowledge on the alignment required to carry out research operations. With KCM being the first ever college in the history of Nepal to introduce BBA, I was assigned to work as a Research Assistant and was responsible for working in the Center for Research Excellence (CRE) department of KCM starting from 12<sup>th</sup> of January, 2022 and will continue working till the completion of the project. The main responsibilities included Journal editing, design reviewing, brainstorming ideas, scheduling meetings with the client, and communicating with the representatives of various organizations, preparing information draft, defining variables, developing research instrument and many more. Various problems were faced while doing the internship, however proper guidance and supervision from the supervisor made this experience wonderful and fruitful. I believe this has helped me to implement the theoretical knowledge I had in the practical world. It also taught me that the theories learnt in the classroom do not always get implied as it states. I, as an individual, have learned so much more about the work ethics and have been able to further develop my communication and interaction skills which is very important for career development and profession.

**Key Words:** *research operations, communication, learning, knowledge, work ethics*

## **Acknowledgement**

I would like to take this opportunity to acknowledge all the people for the successful completion of this report. I wish to extend my sincere thanks and gratitude towards Kathmandu College of Management (KCM), CRE Department, for providing with this internship opportunity at their prestigious premises. This internship was an incredible learning experience for me and I am forever thankful.

Similarly, I want to express my deep sense of gratitude to Mr. Ritesh Thakur, Research Head for the project, for his constant support and guidance throughout my internship tenure. I would also take this chance to appreciate all the colleagues and staff members at the company who were always there to listen, answer my queries, guide and help me with everything possible.

I am very thankful towards Siam University and Kathmandu College of Management for giving me such a wonderful opportunity to realize my capabilities via this internship program. I would like to express my sincere gratitude to our Principal, Mr. Bishnu Raj Adhikari and Assistant Coordinator of Co-operative Education program, Dr. Chanatip Suksai for providing their assistance for the successful coordination and supervision of the whole co-operative program. I would also want to extend my appreciation to Mr. Vithaya Sintharapantorn for helping me with necessary guidelines and supervision in completion of this report. Furthermore, I also wish to express my deepest gratitude to my academic supervisor Mr. Sitaram Dhakal, for guiding and advising me in the development of my internship report.

Thus, I humbly extend my deepest gratitude to everyone who was directly and indirectly involved in helping me to successfully complete this internship and co-operative program. I am short of words to express my gratitude. I hope I can build upon the knowledge and experience I have gained and utilize them to the best of my potential in future endeavors.

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# Chapter 1: Introduction

## 1.1 Company Profile

KCM, Nepal's first college to provide a BBA curriculum has been making excellent management graduates who can effectively contribute to the world of business since its establishment in 1995. KCM has partnered with Siam University in Thailand to provide its students with a world-class undergraduate business degree. The course provides students with the necessary academic basis and practical abilities, as well as a variety of facilities, to guarantee that they gain the knowledge and skills that they need to succeed.



KCM channels all its research based works through Center for Research Excellence (CRE). CRE is an autonomous research body within Kathmandu College of Management (KCM). It conducts interdisciplinary study on current market economies' business, management methods, and economics. CRE was founded on the concept that research and teaching should go hand in hand, and it is committed to gaining new information and insights. The center was founded with the goal of developing in students and professionals a fact-based and research-oriented culture. Through an active research agenda, it also aspires to produce and share new information that is important to people and organizations.

CRE encourages faculty and students to conduct research on many developing challenges and to come up with innovative solutions to problems faced by businesses and communities, with the goal of becoming a "state-of-the-art" Centre for comprehensive research in the field of management. To do so, we engage with a variety of domestic and international institutions to assure the credibility of study findings. Furthermore, we seek connections with a number of corporations and foundations in order to provide support and assist them in resolving their issues.

### **Vision of the Institution**

The vision of KCM is to explore, evolve and excel both as a student and institution.

### **Mission Statement**

The mission of the college is to instill in students an academic rigor that would prepare them to meet the challenges and avail of opportunities in the international arena.

## **Strategies of the Institution**

These are the major strategies applied by the institution:

- **Students First:** Everything done at KCM is based on the principle of "Students First." Students are the primary element of any college event or activity. When you speak with any member of the college staff or visit with any of our teachers, it becomes clear that students are critical to the college's and programs' overall success. KCM is, without a doubt, a student-centered institution.
- **Teamwork:** KCM distinguishes from other colleges because of its emphasis on teamwork. Teamwork among students, faculty, faculty and students, and faculty and management is an important aspect of the KCM culture in every curricular and co-curricular topic.
- **Learning by Doing:** Students learn effectively by doing. Students have several opportunities to study in each subject through participation in a variety of assignments, projects, papers, presentations, and cases that add value to the learning process.
- **Students' Initiatives:** Take initiative is the first lesson students learn at KCM. The emphasis is on their own initiative, whether it is in academics or co-curricular activities. Their own ideas, aided by academics and management, help to build a learning environment at KCM.

### **1.2 Organizational Structure**

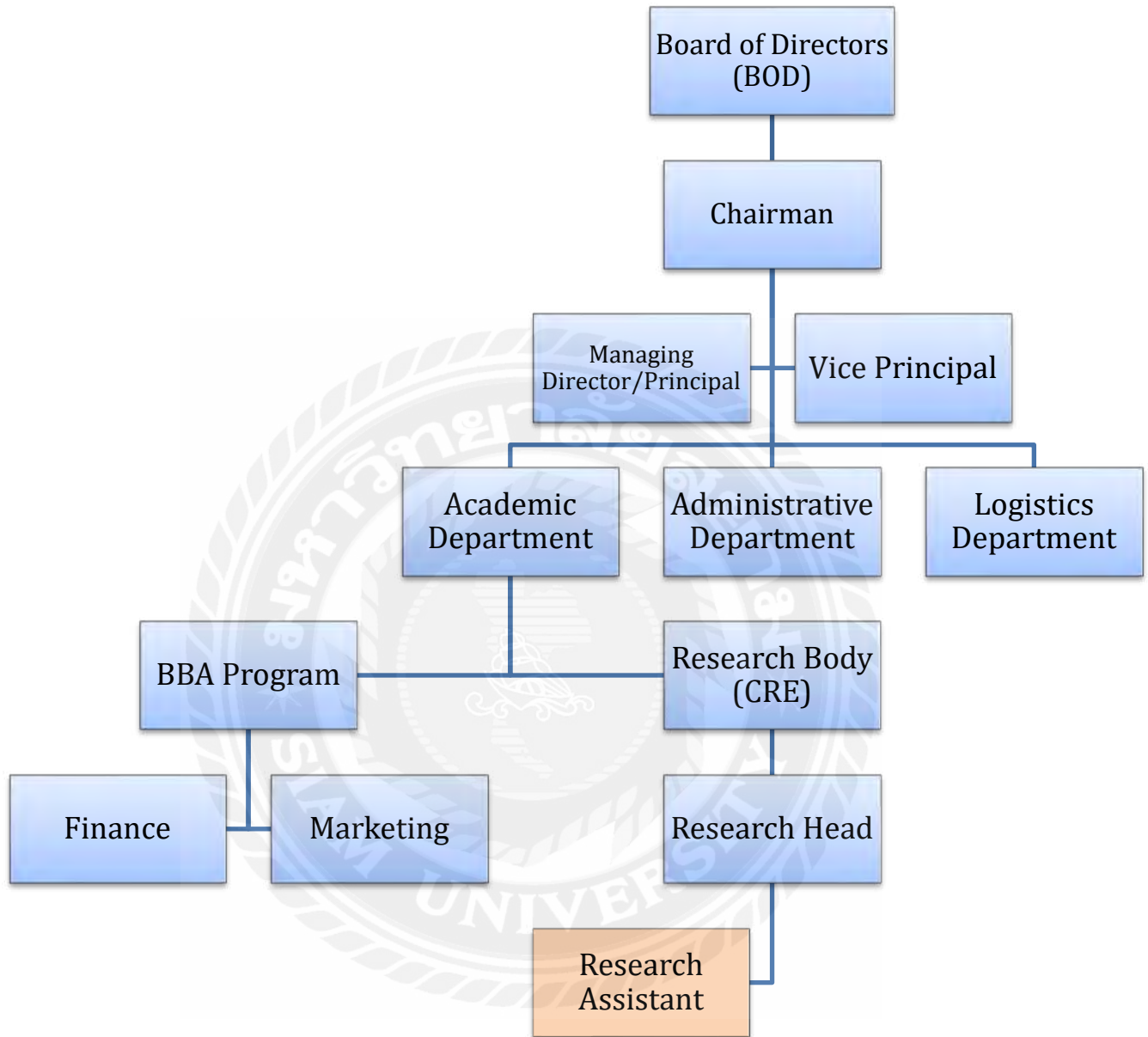
- **Board of Directors**  
The Board of Directors helps KCM achieve its goal of becoming the top management college in the country. The dynamism of KCM is the consequence of top management's ongoing efforts.
- **Chairman**  
Mr. Neel Kantha Uprety is the Chairman of KCM who ensures that the management committee functions properly and coordinates the department activities.
- **Principal/ Managing Director**  
Mr. Bishnu Raj Adhikari is the Principal and the Managing Director at Kathmandu College of Management who is responsible for maintaining the effective working order in the college.



- **Vice Principal**  
Dr. Maria Shrestha is the Vice Principal of KCM who assists the principal in handling various administrative tasks, oversees daily activities and ensures students' safety.
- **Administrative Department**  
It is a branch of university responsible for maintenance and supervision of the institution that formulates, determines and influence policies.
- **Logistics Department**  
It is branch of university that deals with material handling and managing the data entry.
- **Academic Department**  
This department of college is devoted to a particular academic discipline. There are two units that fall under this department: BBA Program and Centre of Research Excellence (CRE). While BBA provides real-world and academic expertise of management to help the students enrich their learning experience, the research body aims to bring the research culture in the organization.
- **Interns**  
There are various interns in each department who are responsible to help in the departments as assigned by their supervisor.

### **My Job Position**

I am working as a Research Assistant under the research body at KCM i.e, Centre of Research Excellence (CRE). My job supervisor is Mr. Ritesh Thakur who is also the Research head of the project. My working hours are between 9PM to 3AM.



**Figure 1:** Organizational Structure

### **1.3 Intentions to join the company**

My intentions were very clear the moment I heard about the project that Research department of KCM was assigned with. The new upcoming project of South Asian Women Development Forum (SAWDF) in collaboration with United Nations Economic and Social Commission for Asia and the Pacific (UNESCAP) .The purpose of this research project is to evaluate the gender and digital gap for women entrepreneurs from different provinces of Nepal. It focuses on identifying gaps in their access to the digital ecosystem, such as infrastructure constraints, socio-cultural hurdles and capacity issues, as well as future recommendations for addressing those gaps. Thus, when I read about the purpose of this research project, I knew I had to be a part of it as anything related to women empowerment is something that I personally wish for and also research seems to be one of my strengths.

Likewise, the institution also practiced flexible work hours allowing its employees to work as per their willingness which is a big motivating factor to me. Additionally, the institution is coming up with some benefits for its interns which encouraged me to give my best and perform with full potential.

### **1.4 Objectives of the study**

The major objective of working for KCM project was to learn how the research is done at a national level. Some more objectives are listed below:

1. To get an insight about the scope of the business in Nepalese market through research.
2. To help increase my knowledge, experience and hone the skills.
3. To develop connections and build networks in the corporate world.
4. To promote women-led businesses by becoming a part of research that supports female entrepreneurs.

### **1.5 SWOT Analysis**

The strengths, weaknesses, opportunities and threats of KCM are:

<b>Strengths</b>	<b>Weaknesses</b>
<ul style="list-style-type: none"> <li>• Effective Management System</li> <li>• Great learning culture</li> <li>• Highly experienced, professional faculty and staffs</li> <li>• Excellent networking opportunities</li> <li>• Successful Alumni</li> <li>• International Degree Association</li> </ul>	<ul style="list-style-type: none"> <li>• Monotonous work environment</li> <li>• No diverse subject portfolio (finance &amp; marketing only)</li> <li>• Constant increase in fee structure</li> </ul>
<b>Opportunities</b>	<b>Threats</b>
<ul style="list-style-type: none"> <li>• Established Brand Image</li> <li>• Good Employer Branding</li> <li>• Increasing Student base</li> <li>• High preference of international degree over local in Nepal</li> </ul>	<ul style="list-style-type: none"> <li>• New competitors in the market</li> <li>• Advancement of technology</li> <li>• Majority of students going to abroad for further studies</li> </ul>

**Table 1:** SWOT Analysis of KCM

## **Chapter 2: Internship Activities**

### **2.1 Job Description and Responsibilities of the student**

Being a Research Assistant for the project of national scale comes with various responsibilities and tasks that were assigned by our Research Head. Before going ahead with the industry research, the intern will have to go through academic research for better understanding and more clarity. The intern will then be entitled to more opportunities if they can prove their eligibility in the required field.

The roles and responsibilities I had during my internship period at KCM are as follows:

1. Journal Editing and Design Reviewing

My first task as an assistant for the research project was to go through the past journals, read them, reduce the article format, edit the necessary parts and finally submit the new edited version to the press for printing. Fixing the errors and reviewing the design was also done before printing the final article.

2. Interacting with the client and discussing the concept note

After spending weeks on academic research, I finally got a chance to interact with our client, South Asian Women Development Forum (SAWDF) regarding the concept discussion. With my supervisor by my side, we got a chance to learn the requirements and expectations of our client and received a black and white concept note.

3. Drafting the proposal and Approval

After the first meeting with the client, the purpose was clear and it was time to draft the proposal. The first draft was shown to the client and after further collecting and incorporating their feedbacks, the final draft was sent to the client for their approval.

4. Exploring and information gaining

Once the proposal was finalized, it was now time to begin the exploration phase of the research. For this, I had to go through many past surveys and studies similar to our research and gain information from them. I also got a chance to visit various related organizations like Manushi, Nepal Telecommunications Authority (NTA), Federation of Nepal Cottage and Small Industries

(FNCSI), Federation of Women Entrepreneurs Associations of Nepal (FWEAN) and Department of Information Technology (DOIT) and gain insights from them.

#### 5. Scheduling Interviews

I was assigned the task of scheduling interviews with our clients as well representatives of various organizations. I was also responsible for conducting telephone calls in order to ask them about their timings and follow-up with them after the meetings. This job especially provided me with the opportunity to interact with the seniors and network with them.

#### 6. Preparing the information draft

After meeting various organizations and looking at things from different perspectives, I created a combined draft of ideas, recommendations and feedbacks from those organizations that would prove helpful for our research project. Since, every organization had their own opinion and suggestion, finding a common ground and coming with a conclusion was difficult yet very fruitful for our research project.

#### 7. Brainstorming

After meeting the representatives from various organizations, we now had a clearer picture on why the research study has been conducted and discovered its usage in the long term. Now that the 'why' was clear, it was now time to think about 'how'. For that, we started brainstorming and came up with different variables that can be used in the research. We then decided to filter those variables and define them in detail.

#### 8. Defining Variable and developing instrument

After gathering all the necessary information, the next task was to define those variables. I along with the research team, selected the main variables for our study and defined them. After that, we had to choose the instrument for the data collection. We then prepared different questions under each variable to back up our research. Finally, we filtered the questions and prepared a final questionnaire to be asked to the respondents during the survey.

This was the list of responsibilities that I was assigned with till date. This research project is still ongoing and I am soon to go for the data collection of our research in the coming days.

## 2.2 Activities in coordinating with co-workers

Since, I was working with three other research interns by my side, co-ordination among the four of us was very necessary. So, the activities that included the coordination are listed below:

- Brainstorming ideas and finding a common ground
- Equal Division of research articles to study
- Discussion over weekly meetings (both online and physical)

## 2.3 Job Process Diagram

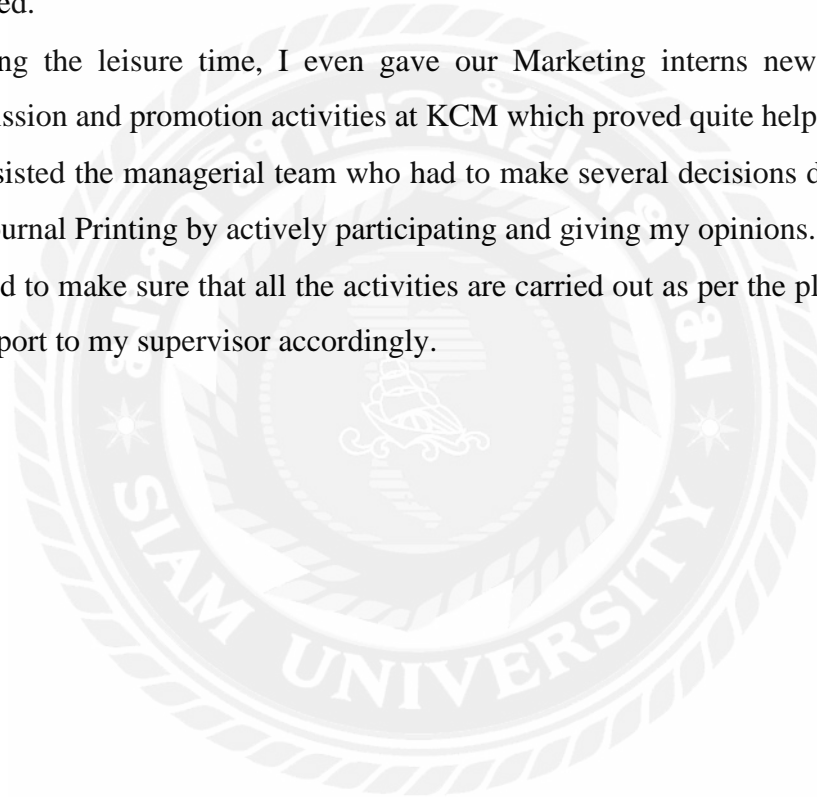


**Figure 2:** Job Process Diagram

## 2.4 Contributions of the student in details

Having done several research assignments at KCM in both marketing and finance, I have always found myself completely involved and have given hundred percent in everything I did. The contributions I made specifically during my internship time here at KCM are as follows:

- My major contribution was to prepare a file that included everything we had researched upon till date and maintain a day-to-day record of it.
- Another major contribution was assisting our supervisor in every meetings be it physical or virtual and prepare the meeting minutes so that not a single information is missed.
- During the leisure time, I even gave our Marketing interns new ideas for the admission and promotion activities at KCM which proved quite helpful.
- I assisted the managerial team who had to make several decisions during the time of Journal Printing by actively participating and giving my opinions.
- I used to make sure that all the activities are carried out as per the planning and I used to report to my supervisor accordingly.





## Chapter 3: Learning Process

### 3.1 Problems encountered during the Internship

During the tenure of my internship at KCM, I faced some challenges as an intern. However, I tried my level best to address the problems. The problems I encountered during the internship are explained briefly below.

#### 1. Adjusting to the office culture at KCM

During the first days of the internship, I was a little hesitant as I have always seen KCM from a student's perspective but now I was working here as an intern. Thus, adjusting to the office culture at college was hard but eventually I got used to it.

#### 2. Being assigned the trivial work

In the beginning of my internship, I was given very timid jobs which I felt was quite discouraging. However, the assigned jobs improved gradually once I got familiar to the scenarios of the research project.

#### 3. Internet Connectivity at workplace

We all know that the most important resource of any research project is internet. And since everyone at KCM uses internet excessively, the connectivity was poor most of the times which led to delay in work completion.

#### 4. Difficulty in scheduling meetings with different organizations

One of the major obstacle was setting up meeting with big organizations like Nepal Telecommunications Authority (NTA), Federation of Nepal Cottage and Small Industries (FNCSI) and Department of Information Technology (DOIT). Even after the meeting got scheduled, employees working at such organization would cause delay purposely and not answer our queries deliberately.

#### 5. Transportation

The workplace that is my college itself isn't near to the place I live and unfortunately, there isn't a

direct vehicle taking me to the location as I don't drive on my own. Additionally, Nepal transportation system does not have a proper tracking system so sometimes even if I leave my house early, I would have to wait a long time for the bus and had to switch vehicles to reach my workplace which sometimes made me late for work.

### **3.2 How to solve the problem? Provide Examples**

The solutions I applied to the above problems are as follows:

#### **1. Taking the Initiative**

In order to overcome my nervousness, I tried bonding with the college staffs and TAs during lunch hours. I was so keen on learning that I went to different people in different departments and luckily everybody was happy to teach thus, that made me feel more comfortable working at college premises.

#### **2. Working diligently**

There was a time when workload went zero and I had nothing to do, just sit and research on my own which felt very unproductive. However, I am really glad I kept on doing my job because I got to then see things from different perspective which was very helpful during the variable defining phase of research and there was so much to learn. Plus, looking at my pace of doing work I was assigned with more challenging and full of learning jobs in the future.

#### **3. Improved Internet connectivity**

I suggested the technical team to come up with a plan so that everyone could access the internet without the connectivity being poor. Thus, our IT In-charge at KCM came up with a solution to divide the Internet access floor-wise. This very much improved our pace of work. However, during the times when server went down, interns were given an option to work from home which was very convenient.

#### **4. Reducing the Communication Gap**

After 2-3 meetings with outside organizations, our team had learned the technique of dealing with government employees and even though the meeting scheduling took time, we had now learned the way to question them without having them feel awkward and constantly encouraged them to cooperate with us throughout the research project.

## 5. Solution of Transportation Issue

To make sure I don't reach the workplace late, I started leaving my house even earlier than I used to and sometimes even my dad dropped me to the place. I have also started taking driving lessons so that I don't have to depend on public vehicles and can easily come and go to the workplace location whenever I want to.

### **3.3 What are the things you have learned during the internship?**

This internship has been a total learning process and has taught me a lot of things that I would like to break down under following subheadings.

#### 1. Essence of Research

Research is fueled by curiosity. That curiosity without which progress would slow to a halt and our lives as we know them would be completely different. We'd become ignorant and naive. We wouldn't be able to comprehend or move on. Without research, we wouldn't be able to claim that we were near to discovering a cancer treatment or the most environmentally friendly way to light our homes and businesses. We wouldn't realize that, even though bees aren't our favorite insects, they perform a service that benefits us all. We could not have survived as long as we have without research. There are still millions of things to uncover, such as diseases to cure, waters to explore, and species to discover. All of this is achievable as a result of study. Thus, I now understand the essence of research and that there are great discoveries yet to take place in the future.

#### 2. Communication

It is the most integral part of any internship. If the company isn't able to convey the message they are trying to deliver no matter how good their services are, they won't get the customers attention and everything will go in vain. In my case of research project, visiting organizations and getting their feedbacks and suggestions so that we can implement those in the study was very important. Soon, I will also have to visit the field for data collection in which communication will have a major role to play.

#### 3. Developing public relations

I have realized how public relations can make the business go from one level to another in no

time. During the meetings with various organizational employees, I had seen that majority of their customers came from former customers and this is the case for majority of businesses in Nepal. People mostly go with word of mouth here. So if one wants to run a business here, it is important to establish and maintain good relations with everyone.

#### 4. Proper Planning

This step has to be included by every company at every step of their activities. Proper planning allows us to be prepared and take actions accordingly. This also saves so much time which can further be used in doing something productive. I learned how proper planning reduces wastage, minimizes cost and helps in addressing various problems.

#### 5. Co-ordination

All the members at the company play an equally important role towards achieving the goals and objectives of the organization. Therefore, it is crucial to co-ordinate with every department in order to understand their viewpoint and be accountable for your work in order to facilitate smooth functioning and main healthy environment in the company.

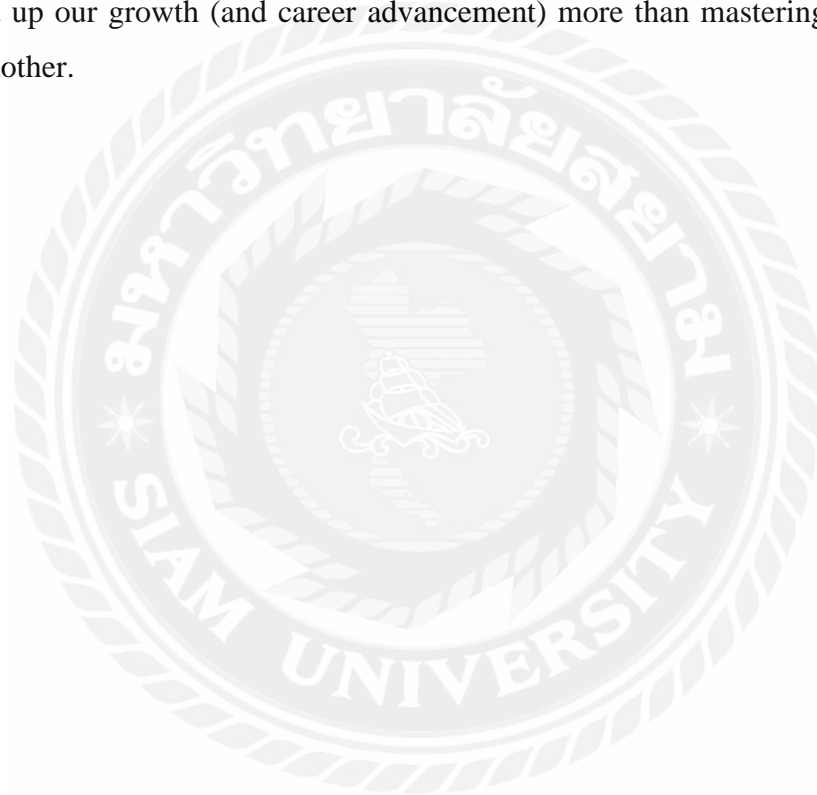
### **3.4 Details of the related learning process and new knowledge student has received**

One of the biggest learning for me was that things do not occur as per the set theories every time. A theory remains the same everywhere for a particular situation however, practical learning has a lot of external factors affecting it. Practical learning is subject to the people you're learning from or working from or the surrounding you are working in. Similarly, working under direct supervision from the research head, I definitely learnt more about the tips and tricks of content management, regarding which words attract the customers first or what sort of image pulls the attention. He tried to involve me everywhere in the best way possible.

I was also able to develop my communication and interaction skills. There is a lot of difference between the college life and the life of an employee. The first thing that is needed is socializing skills which can make us successful in the workplace. During the internship, I worked with other colleagues, and tried to know how the research industry actually works. I also learnt to adjust myself in the office environment. There is a certain way to interact to people in the job. I learned that public relations is a major component for businesses in Nepal. So it is very important to be

able to maintain such relations every now and then.

Another learning for me was that in every step of life, there is something to learn. For example: I thought I knew a lot of things and I thought in the beginning petite jobs like researching on past data and surveys, wasn't going to teach me something but I eventually learned to look at things from a different perspective which is a very essential aspect of research. It made me realize never to under estimate anything and always be willing to have an open mind to incorporate new knowledge and ideas which can make be a better person both personally and professionally. It was understood that Research is so deeply intertwined that it's critical to have a base knowledge of everything before we specialize in one thing. Furthermore, honing each of our skills on a regular basis will speed up our growth (and career advancement) more than mastering one skill before moving on to another.



## **Chapter 4: Conclusion**

### **4.1 Self-assessment as a professional**

Working as a research Intern at KCM provided me with a lot of opportunities to excel my professional competencies and build my potential. I have been able to realize my self-worth and bring something to the table. The research body of KCM had a great hand in helping me understand the underlying importance of a team and an environment one works in. This internship made me revise my own strength and weakness, which enabled me to hone my strength further and turn my weaknesses into strength. I was able to understand the fact that opportunities and chances are available around us if only we are able to grab them at time and make proper use out of them.

This summer internship also resulted into me understanding three important things. First, always ask for feedback. Feedback is important for improvement in work. Second, don't be shy to follow up on the information you need form someone and don't be shy to share your two cents on how a process/product could be better. Third, always have an open mind to incorporate knowledge and ideas. Having the opportunity to hone my interaction skills and learn more of the statistical element opened wider doors for me.

I saw how theoretical concepts relating to research were applied at the organization. Like during the 4<sup>th</sup> semester, we were given a very detailed course on "Research in finance". Everything starting from exploration phase to variable definition, instrument development, data collection, analysis and interpretation was taught from an academic perspective. But working for an actual industry research has helped me better understand the concept and gain a lifetime experience.

Internship opportunity is an outstanding approach in helping a person become a better version of themselves. This internship made me efficient in handling more than one task at a time. I also realized how important it is to be broad-minded and accept your mistakes because at the end we are all here to learn. Only this attitude will help us move forward and create a mark and give us competitive edge in the future.

In a nutshell, internship opportunity is really essential for every business student to know about

an organization and industry of self-interest to excel in future endeavors. I want to thank my Supervisor and whole research team at KCM for giving me this opportunity of interning at their esteemed premises.

#### **4.2 Limitation of Co-op Studies**

Co-op studies overall proved very helpful to each one of us. However, it had a few limitations that I would like to mention:

- **Inappropriate Timings**

Since the national holiday here in Nepal is on Saturday, it is the only day we get off from our work. So, attending the classes was a little hectic as pending works were to be done during that time and one could easily get distracted as it was the day of weekend.

- **Imbalance between theory and practice**

Every class of Co-op education, we got to learn something new. However, I couldn't relate some of the times as things being taught at Co-op would be way too earlier to what I were to experience in the office later.

#### **4.3 Recommendation to the Company**

Some of the recommendations to the organization are listed below:

- Performance evaluation for employees must be done regularly to increase employee satisfaction and employee retention.
- Training and development plans must be carried out to boost employee productivity as well as career advancement opportunities.
- Organization should organize recreational activity for the employees to promote friendly environment and remove monotonous environment.
- There should be proper coordination and communication of activities between the workers and the management team.
- KCM should provide stipend to their interns.

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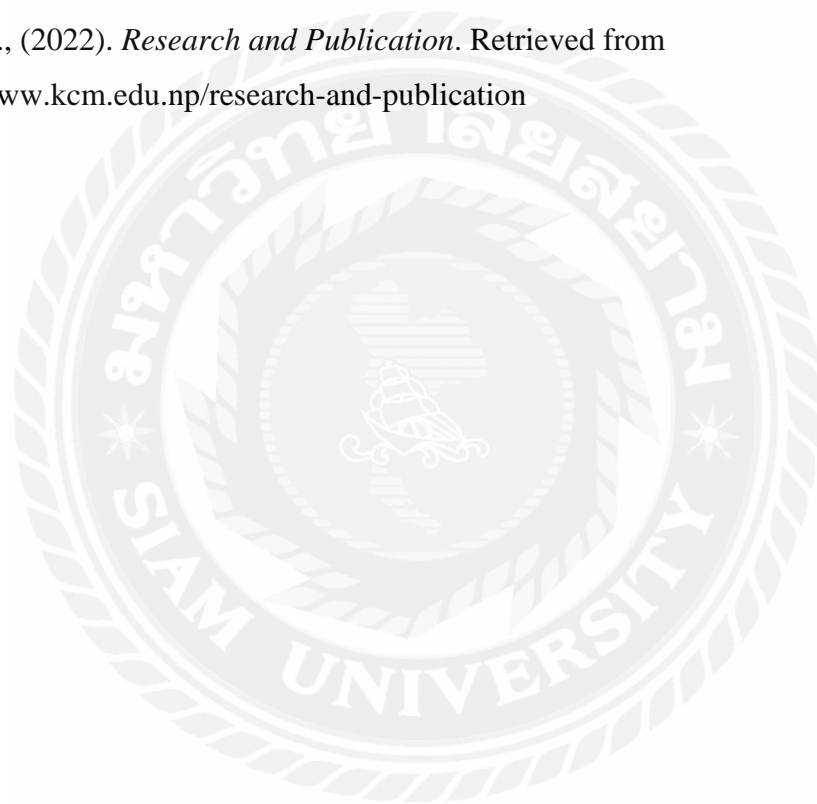
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**Annex:** Some photos from the internship period



**Figure 3:** Visited Manushi Organization for a meeting



**Figure 4:** Discussion with the Job Supervisor



**Figure 5: Online Meeting**



**Figure 6: Research Team**